

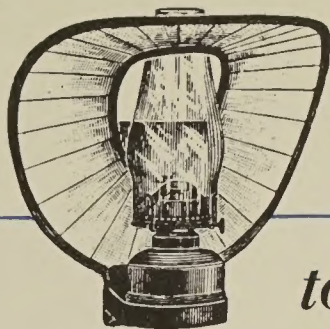
Ward
Lighting the way to brighter tomorrows

Wheeler Reflector Company

75th Anniversary

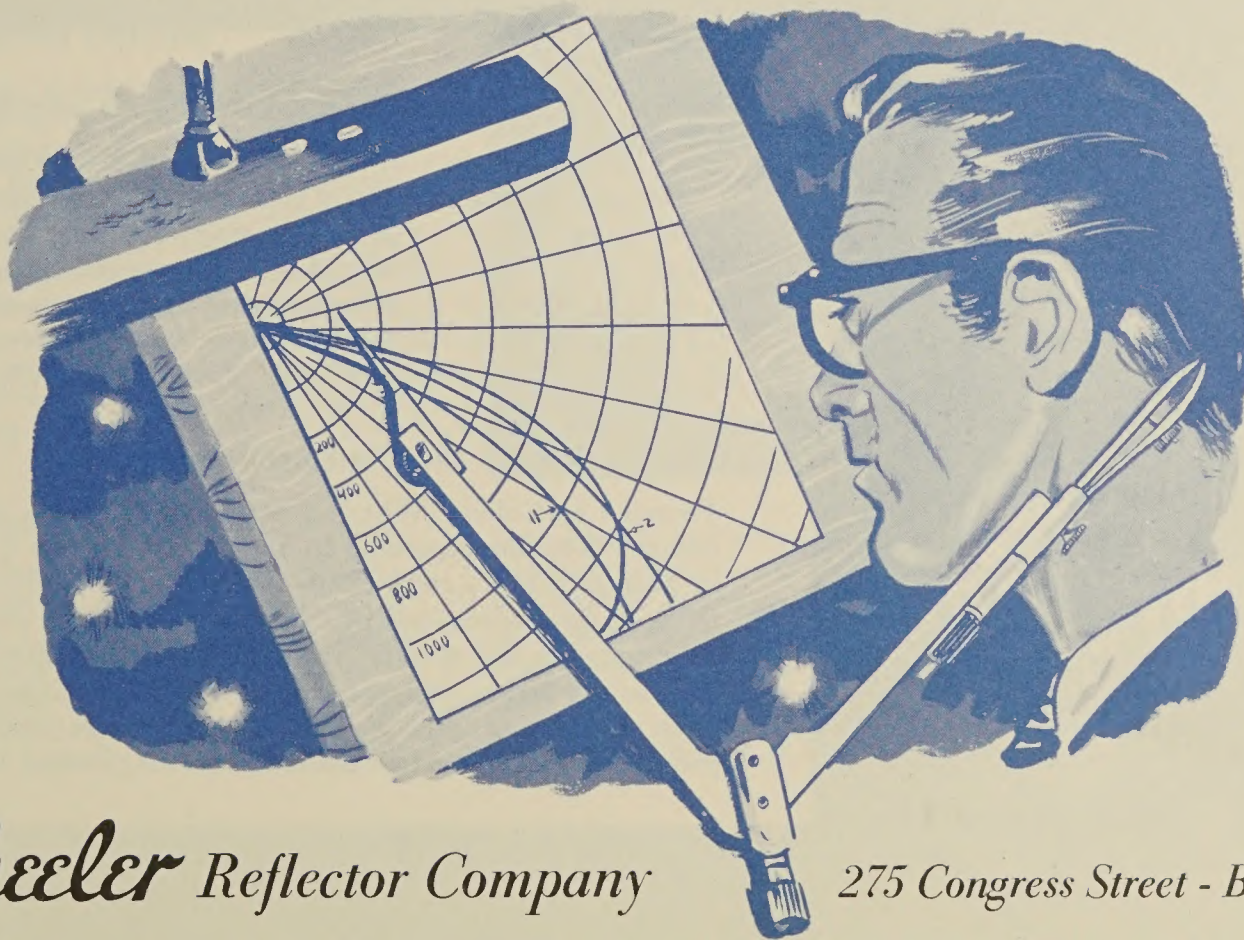
1881  *1956*





*From the whale oil lamp
to the most modern lighting fixtures...*

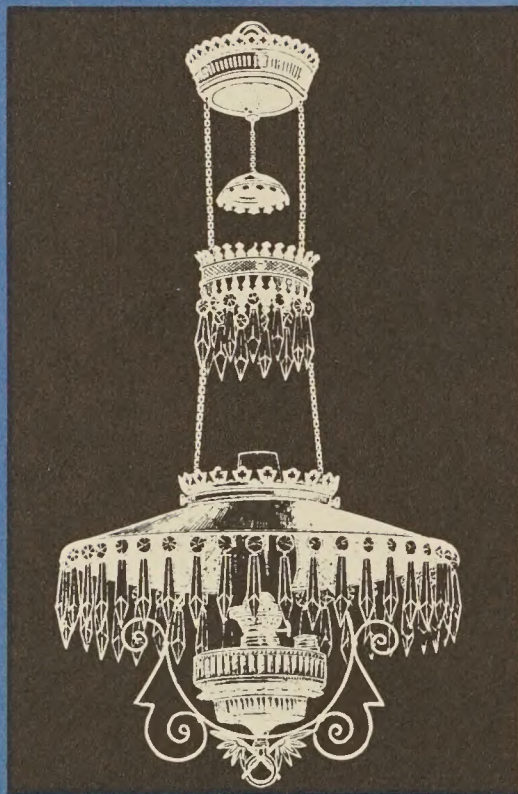
Wheeler has pioneered in skilled lighting for over three quarters of a century



Wheeler Reflector Company

275 Congress Street - Boston, Mass.

1881



SPANNING THREE QUARTERS OF A CENTURY OF LIGHTING DEVELOPMENT

1881 marks the date of the founding of the Wheeler Reflector Company. It was also the year President Garfield was assassinated. In terms of historical eras, three quarters of a century may not seem like such a long time. But in terms of industrial lighting, those 75 years encompass the birth, development and achievement of modern industrial lighting as we know it today. The story of this vast change, from the early oil and gas lamps to the modern, efficient lighting fixtures of today, is the story of the Wheeler Reflector Company.

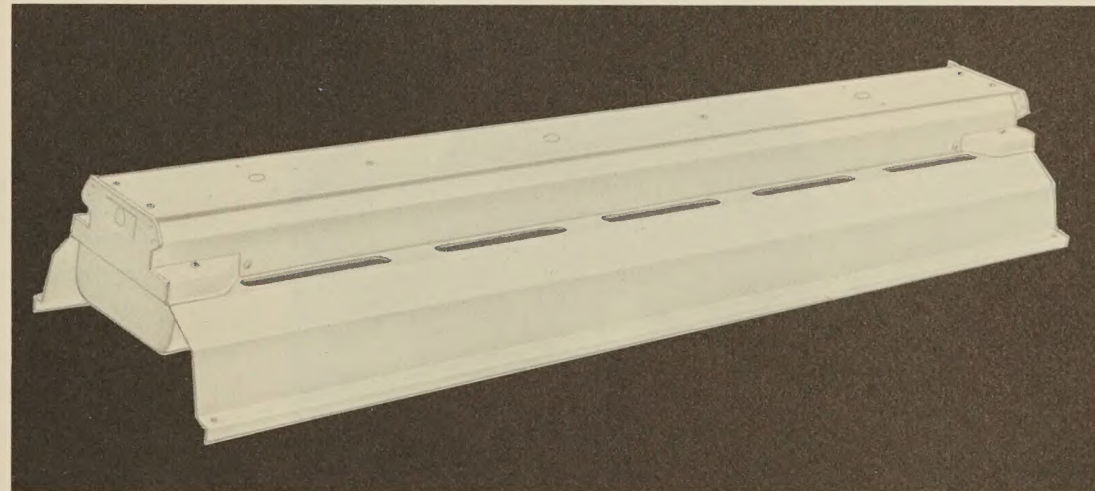
EXPANSION MINDED FROM THE BEGINNING

Founded by Colonel Wheeler, with 12 employees, at a time when American industry was just beginning to flex its muscles, the Company was first located in Boston, just a stone's throw from the historic Union Oyster House. Starting with the manufacture of oil and gas lamps, the company quickly established its reputation for quality, from the very beginning. After several moves to successively larger quarters, continued expansion and faith in America's industrial progress resulted in the construction, in 1907, of the nucleus of the present, modern Wheeler plant at Hanson, Mass.

1956

PIONEERING NEW AND BETTER LIGHTING

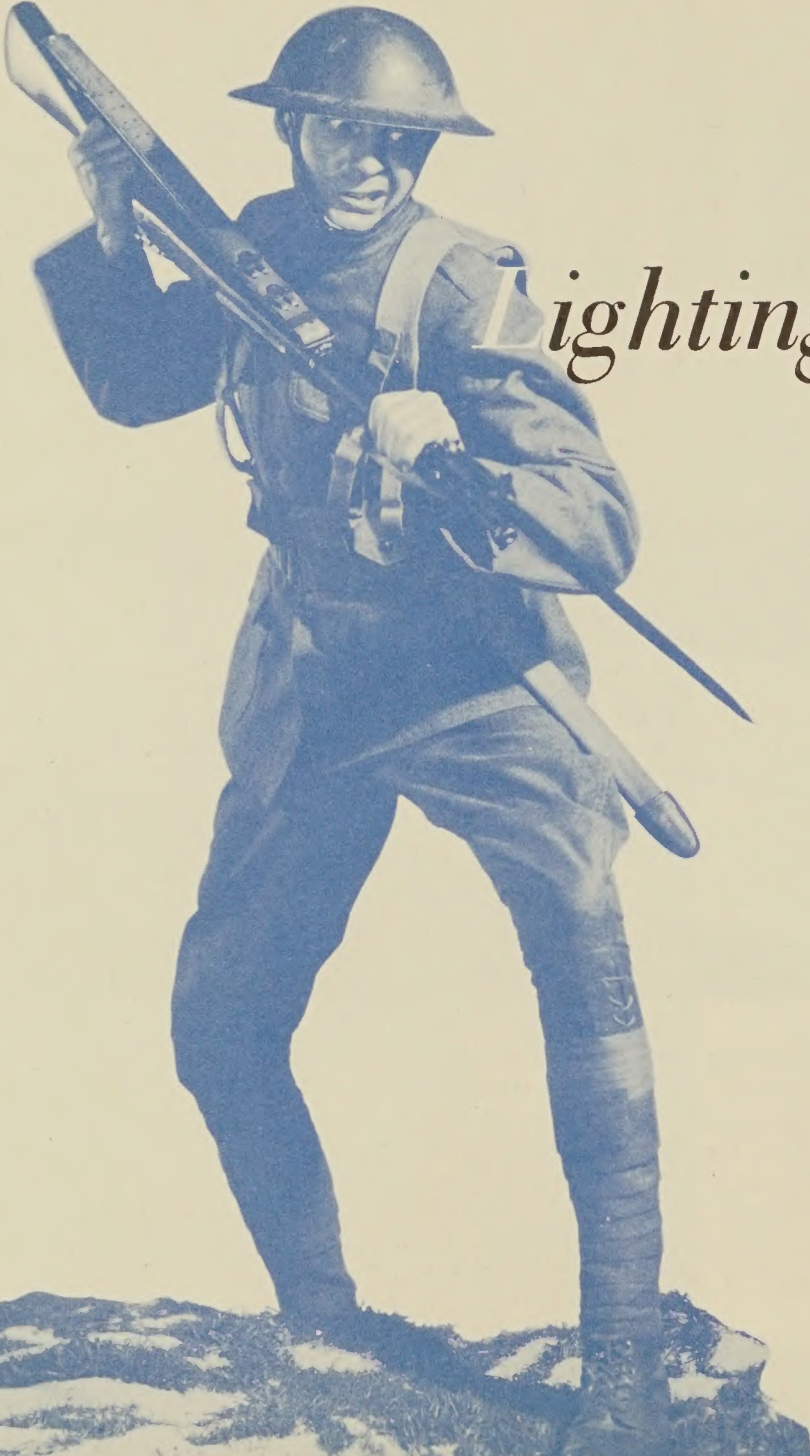
As the Company grew, it made important contributions to the needs of a growing nation. By combining electricity with a controlled reflector unit, Wheeler introduced new and better industrial lighting fixtures. One of the outstanding features of those early Wheeler incandescent fixtures was the use of porcelain enameled reflectors. To control quality, Wheeler developed its own enamel formulas, even smelted its own enamel. By constantly improving designs and finishes through the successive eras of gas and electricity, Wheeler achieved its reputation as a lighting pioneer.



LOOKING AHEAD TO BRIGHTER TOMORROWS

With the advent of fluorescent lighting, Wheeler consolidated its position as one of the recognized leaders of the industry. Like Colonel Wheeler in the early days of gas lighting, Wheeler engineers were among the first to sense the value of this new lighting method and its potential in the field of commercial and industrial lighting. They immediately

set to work perfecting fluorescent fixtures that would meet the exacting requirements of this rapidly expanding market. Their success may be gauged by the hundreds of thousands of Wheeler fluorescent units serving American industry. Now, in 1956, the opportunities for even greater service, undreamed of 75 years ago, find the Wheeler Reflector Company setting the pace in quality, technical know-how and research, ready and eager to meet the challenge of the next three quarters of a century.



Lighting Leadership through

Every National Emergency since the turn of the century has found the Wheeler Reflector Company in the forefront of those companies contributing their specialized skill to the country's defense.

WHEELER ENLISTED FOR "THE DURATION"

World War I saw Wheeler devote most of its production "know-how" to the manufacture of shells, including the famous French 75's for various Allied governments, while still continuing to manufacture, at a reduced rate, its own lines of lighting equipment.

NEW LIGHTING UNITS DEVELOPED AND INTRODUCED

Upon the successful conclusion of the first World War, Wheeler continued to expand, achieving national sales and a national reputation for quality. New products, designed to meet the advancing requirements of general and specialized industrial

three wars

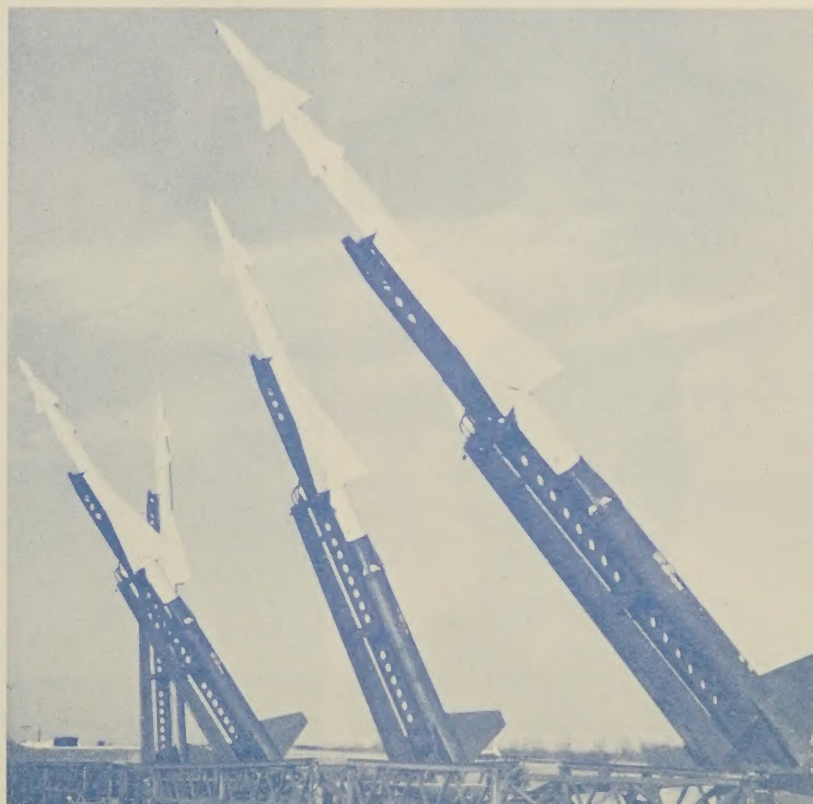
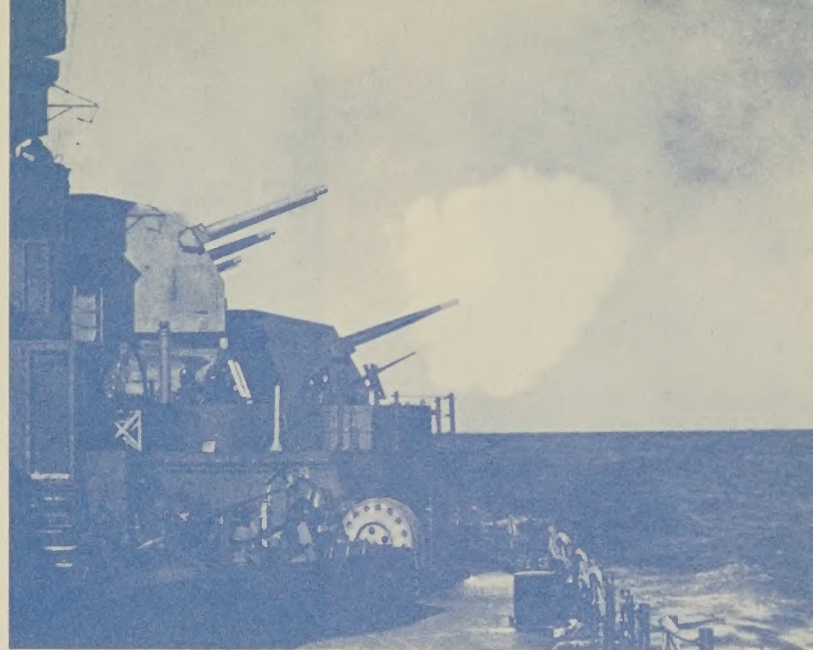
lighting installations, as well as many other types of fixtures, were developed and introduced by Wheeler.

BACK IN ACTION ASHORE AND AFLOAT

During World War II, Naval and Marine lighting design was an important part of Wheeler's service to the nation, but then, as during the Korean War, a significant proportion of the Company's manufacturing facilities and modern machinery was devoted to furnishing specialty lighting units to defense manufacturing plants and other essential industries.

LIGHTING THE WAY TO A STRONGER AMERICA

Today, with cold war tensions forcing us to remain on the alert, Wheeler Lighting Fixtures are still providing greater lighting efficiency for American Naval and Marine units and for plants concerned with the production of missiles . . . radar . . . jet aircraft . . . nuclear weapons . . . all the varied tools of war that keep America strong.

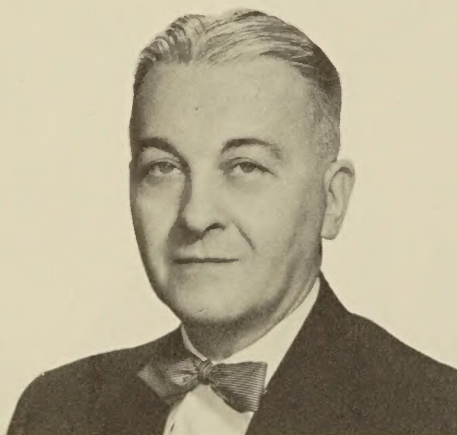




JOHN H. LAMOTHE
*Executive Vice President
and General Manager*

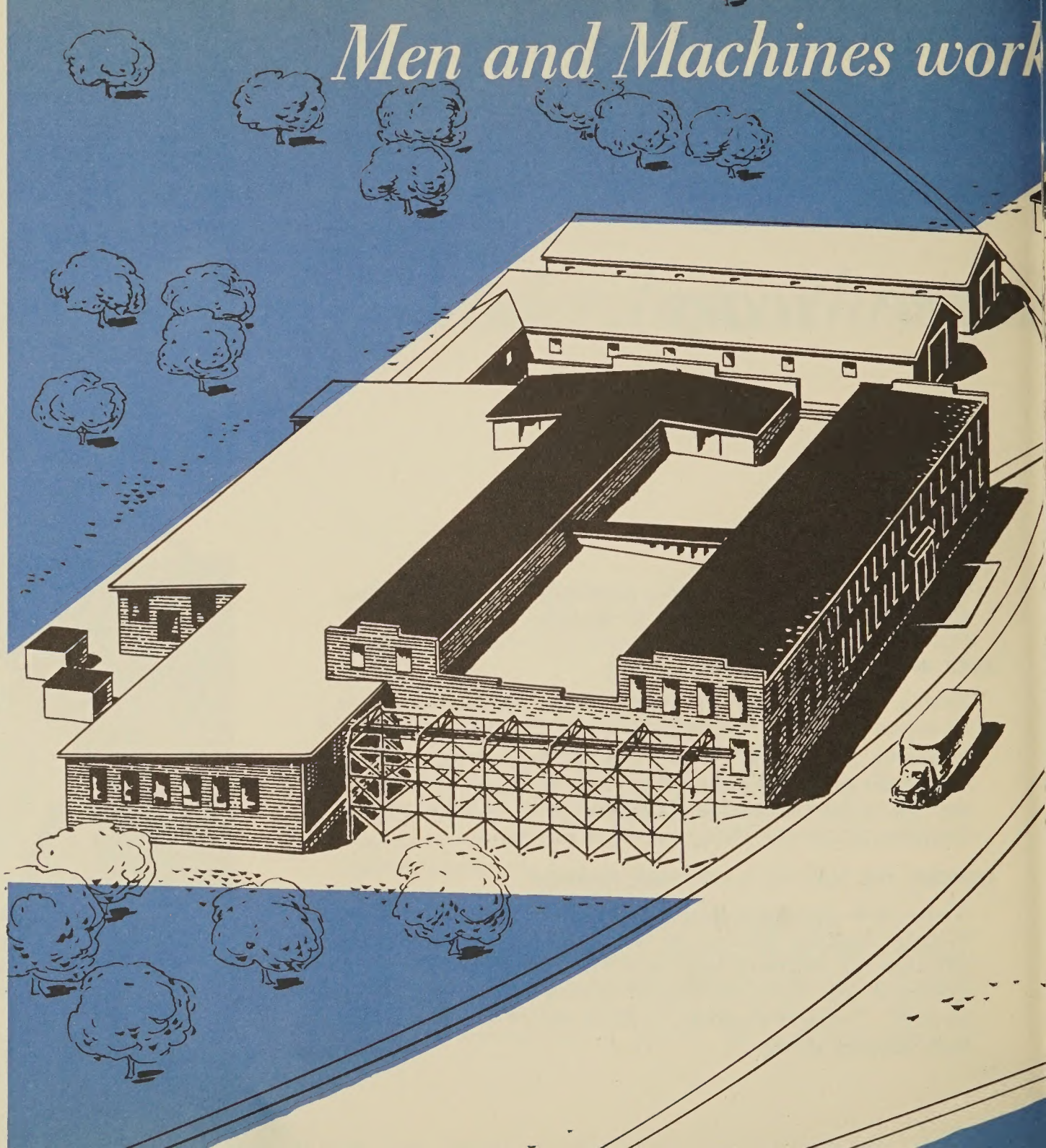


FRANK A. SULLIVAN
Sales Manager

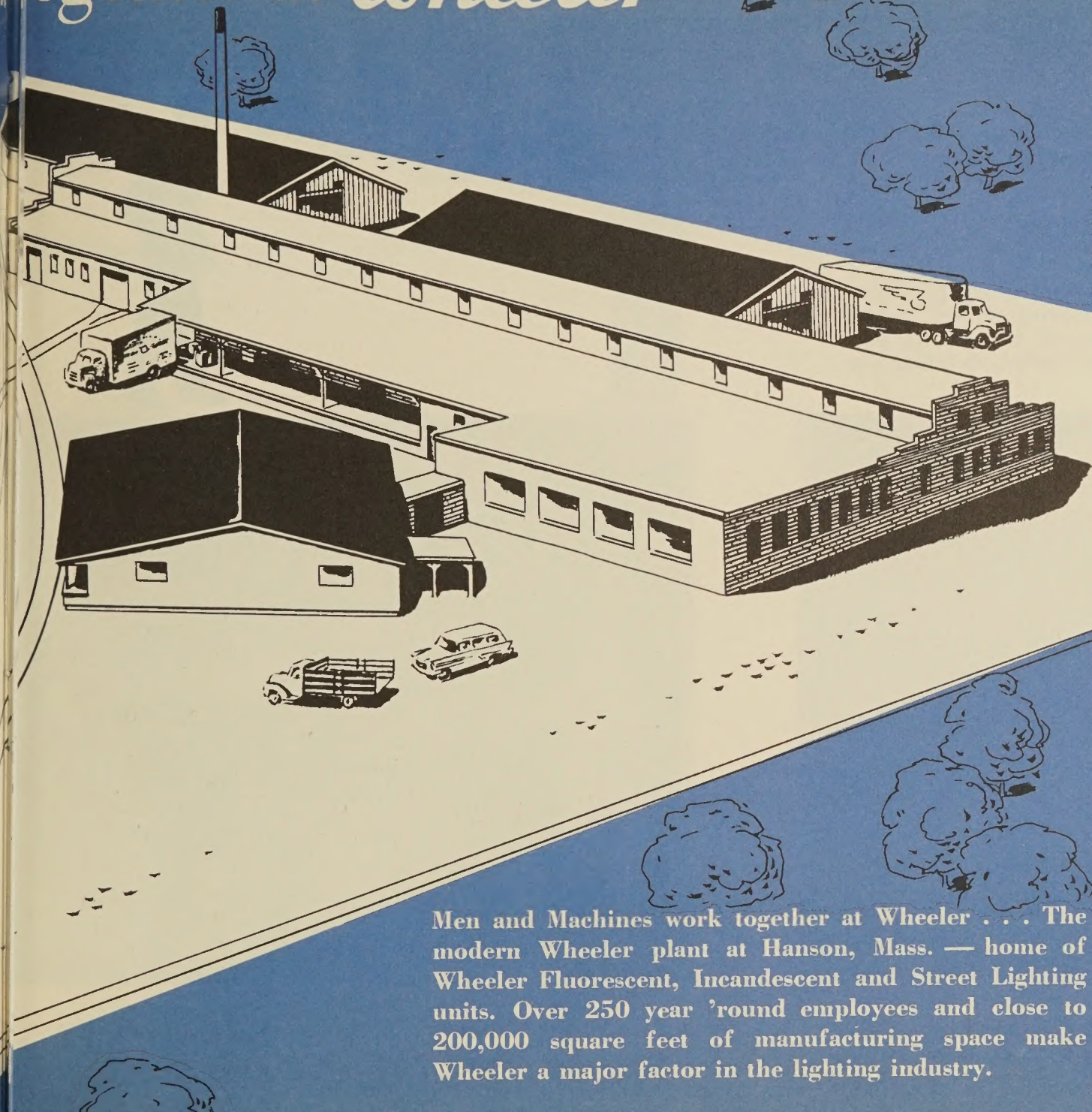


JOHN S. SESSLER
Assistant Sales Manager

Men and Machines work



together at Wheeler



Men and Machines work together at Wheeler . . . The modern Wheeler plant at Hanson, Mass. — home of Wheeler Fluorescent, Incandescent and Street Lighting units. Over 250 year 'round employees and close to 200,000 square feet of manufacturing space make Wheeler a major factor in the lighting industry.



FULTON ELDRIDGE
*Vice President in charge
of Production*



HARLAN FLETCHER
*Chief Engineer in charge
of Industrial and
Commercial Lighting*



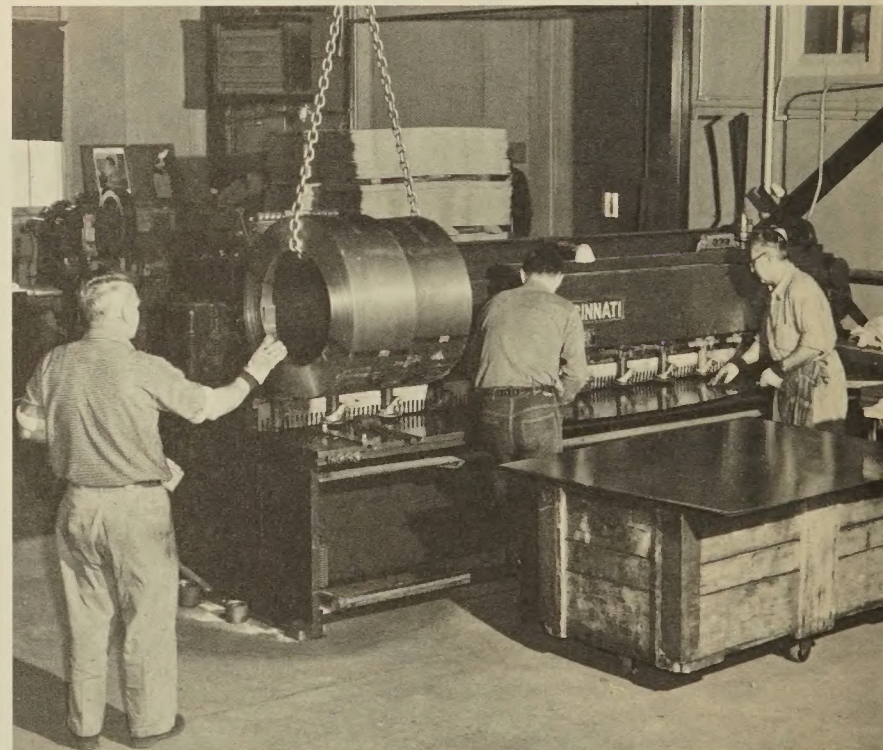
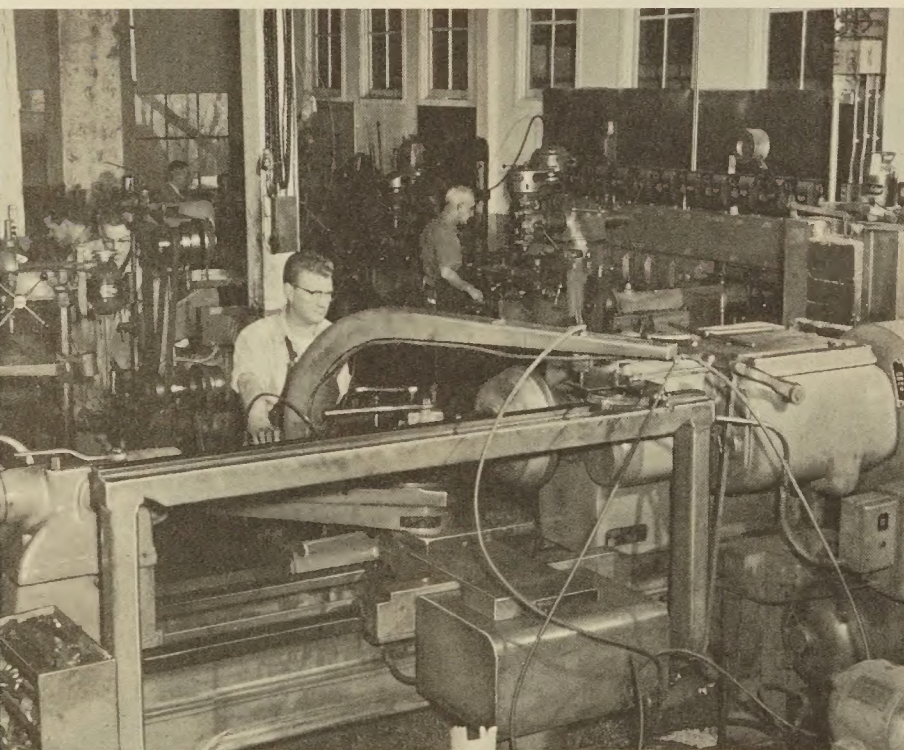
WILLIAM B. ELMER
*Manager and Chief Engineer,
Street Lighting Division*



**"Let me take you on a short trip
through the modern Wheeler plant," says
Fulton Eldridge, Plant Superintendent.**

Our own machine shop — completely equipped with modern machine tools for making all the various tools, jigs and fixtures required for efficient production and operation. Fully staffed, including our own tool designer.

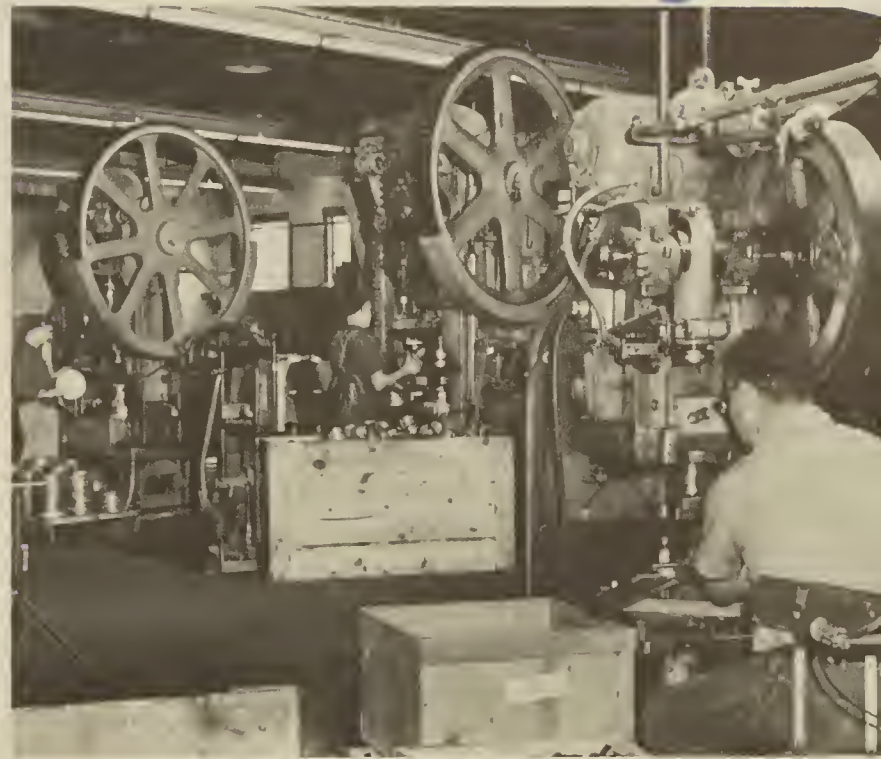
Cutting fluorescent channels to size from 51" x 100" sheets of 20-gauge steel at the rate of 300 pieces per hour. These powerful shears are also used to cut other steel parts up to 3/16" thick.

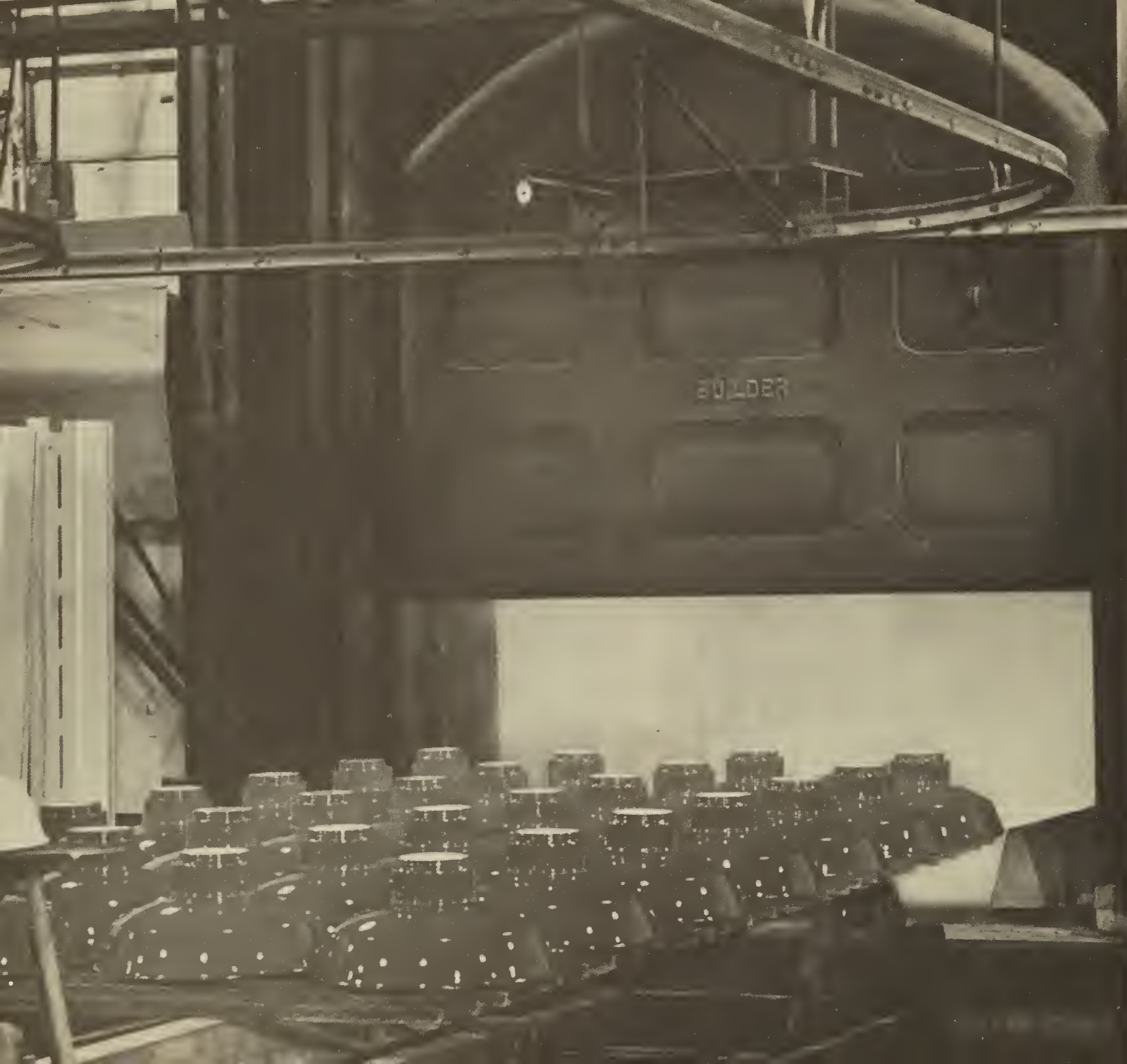


Punching and trimming 8 foot Fluorescent Channels
in our Fluorescent Press Dept.



Deep drawing of parts for Incandescent Lighting
Units in our Incandescent Press Room.





Showing loaded carrier almost out of enamel firing oven after baking cycle — red hot. The intense heat, 1400 to 1500° F, permanently fuses vitreous porcelain enamel to steel for a lifetime reflecting surface.

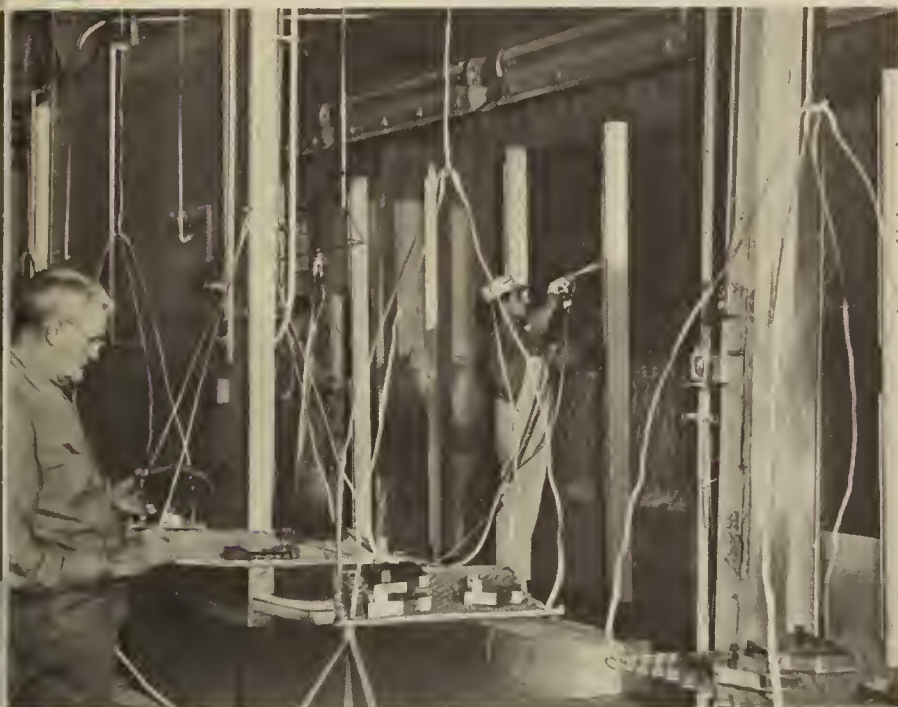


All fixtures bear the A. F. of L., I.B.E.W. labels. The RLM Standard label is attached to all fixtures meeting the RLM standards.

Wheeler Reflector Company is a member of the National Lighting Bureau, sponsors of Certified Lighting.

Here you see conveyORIZED painting of fluorescent channels, showing Wheeler's efficient use of modern water spray booths, conveyors and baking ovens. At left, Charles Raby with Wheeler for 50 years, and one of our first Hanson plant employees.

Fluorescent Fixtures are packed as they come off the final assembly line, with no duplication of handling. Directly below this room, one level lower, is a similar installation for assembly and packing of Incandescent and Street Lighting Fixtures.



And that's how Wheeler Fixtures are made — a precise manufacturing process that incorporates careful engineering, modern equipment, skilled craftsmen and strict adherence to quality standards.

Fluorescent Fixtures to meet every modern

Wheeler "D" LINE

Industrial efficiency units — designed to provide an upward component of light to relieve severe brightness contrast.



Wheeler "DUST-TIGHT" and "VAPOR-TIGHT"

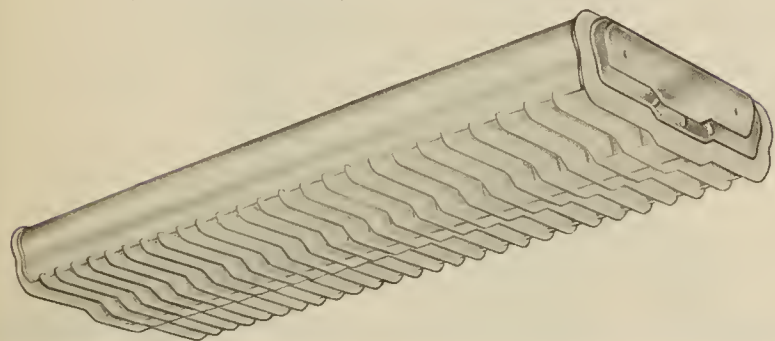
Specialized fixtures for hazardous and non-hazardous locations — with gasketed front for exclusion of dust, dirt and moisture.



industrial or commercial need

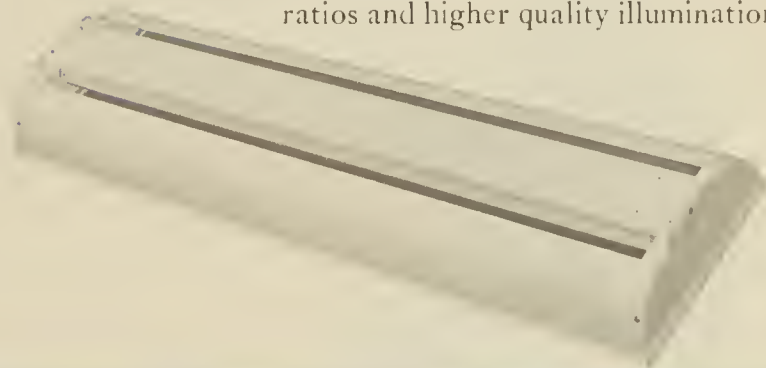
Wheeler "FLO-LINER"

shallow, smartly styled commercial units with comfortable low brightness and high (85%) efficiency.

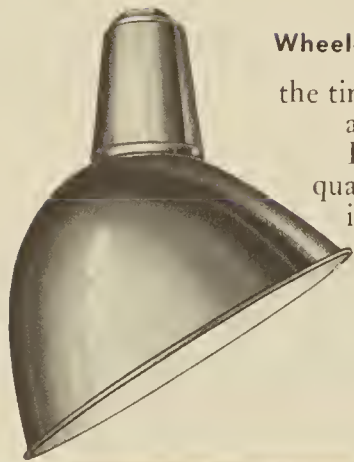


Wheeler "BI-FLO UPLITER"

an entirely new development in industrial lighting. 28% UPLIGHT provides greater seeing comfort, better brightness ratios and higher quality illumination.



Incandescent Fixtures that set the standard for the industry



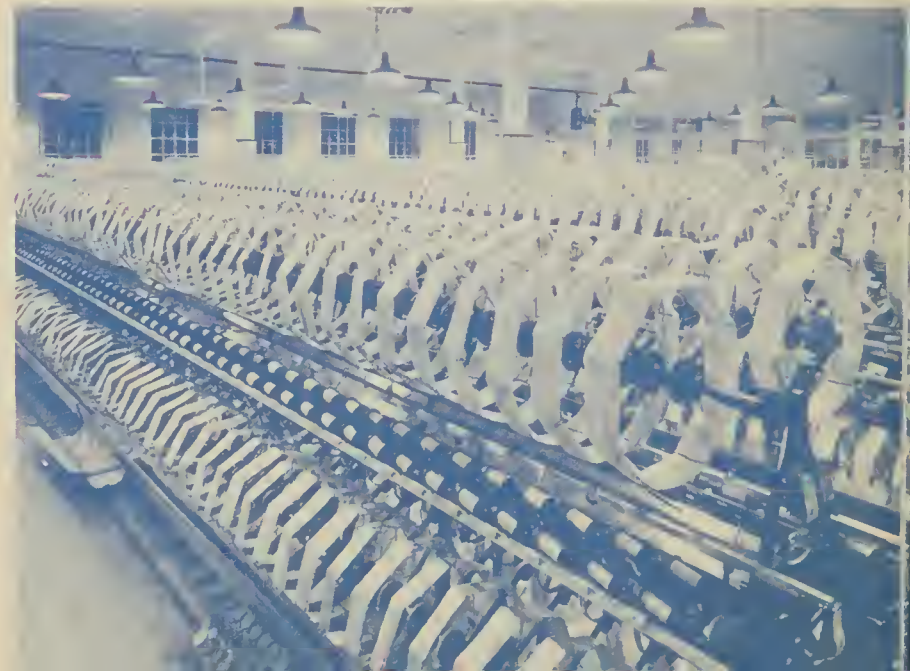
Wheeler SOLID NECK 30° ANGLE

the time-proven line of sturdy,
attractive ONE-PIECE
Reflectors designed for
quality illumination at low
initial cost.



Wheeler DURATACH STANDARD DOME

modern, rugged construction
offering amazingly easy,
low cost maintenance plus
complete interchangeability.



Street Lighting for a Safer America

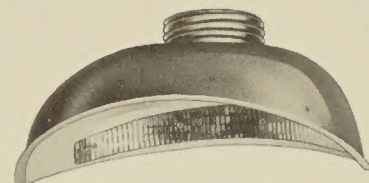


**NEW Wheeler PHOTO-ELECTRIC
HEAD FOR RING-LATCH REFLECTOR**

... for multiple street lighting. Compact, streamlined, low cost unit that satisfies all requirements of optical control, durability and eye appeal.

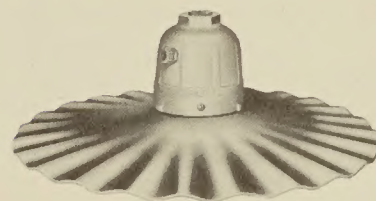


*Typical
street lighting
installation
on residential
street using
Crescent Reflectors
with incandescent
or mercury
lamps.*



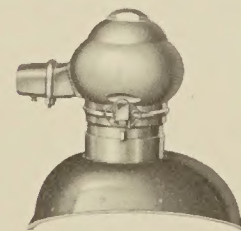
**Wheeler CRESCENT
REFLECTOR**

... provides the best possible light distribution from a small, inexpensive open reflector.



**Wheeler RADIAL
WAVE INCANDESCENT
LUMINAIRE**

... for efficient, low cost illumination.



**Wheeler LARGE
METAL HEAD**

... for series circuits supplied by constant current transformers of highest voltage ratings

Known by the company we keep...



Celanese



KENDALL[®]
Curity

Kodak



Public Service Electric and Gas Company of N. J.

Shown above are some of the proudest names in American industry — a representative few of the many Wheeler Lighting Customers. It's one thing to make such customers — quite another to keep them. Wheeler is proud of its continuing record of service . . . its friendly relationship with these and all its other customers, both large and small.

